

May 02

This month's **Resource Update**, contains information on training, resources, and announcements. As always, this email is distributed to family resource programs currently and previously funded by WCPCAN, as well as members of the Council and Committees. It is also accessible on our Web site.



Please be aware that the ideas and opinions expressed in the articles are those of the authors and may not represent the views of the members and staff of the Washington Council for Prevention of Child Abuse and Neglect.

Current and archived versions are also available at:

<http://www.wcpcan.wa.gov/WhatsNew.html#ResourceUpdate>

If you ever have trouble opening the *Resource Update* or embedded items, please contact me and I will send them to you in an alternative format.

Please forward this to your program participants, staff, volunteers, board members and partners who may be interested! *I also encourage you to share any information you would like with all the WCPCAN-funded programs and Council/committee members through the Update.*

Please submit items or feedback to me,

Maria Gehl at WCPCAN

E-mail: gehlmj@dshs.wa.gov

Mail: 318 First Ave. S, Suite 310, Seattle, WA 98104-2597

Voice: (206) 389-3297

Fax: (206) 464-6642

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- 2. Program News and Information**
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Note: Not every priority topic area will be covered in every update, but they will all be covered over the course of the year. Priority topics included in this update are as follows:

Neglect

Parent Education

Special Populations
TANF/Welfare Reform
Working with Families in Crisis

7. Additional information and resources

8. Announcements

News from WCPCAN

Funding Awards Announced for 2002-2003

WCPCAN is pleased to announce that the following programs will receive funding for the upcoming fiscal year:

First-Year Funding

- ♦ **Center for Human Services, Family Support for Our ESL Community** – Shoreline

Family support activities tailored to meet the needs of Latino and Asian families whose first language is not English.

- ♦ **Children's Home Society, Slavic Family Home Visiting**– Vancouver

A collaborative partnership serving Slavic immigrant/refugee families with children ages birth to three.

- ♦ **Cocoon House, Project SAFE** - Everett

Prevention services targeted to parents of adolescents 11 years and older including clinician-staffed phone line, support groups and parent training workshops

- ♦ **South Seattle Community College, Tukwila Family Place Library** – Tukwila

A program to transform Tukwila's Foster Library into a center for healthy family development, parent networking and support, parent-child play and life-long literacy.

- ♦ **Yakima Valley Farm Workers Clinic, Spanish Language Parenting Education** – Yakima

A Spanish language parenting education program serving low-income Spanish speaking families

- ♦ **YWCA of King/Snohomish County, Young Parent Self-Sufficiency Program** - Central Seattle

A center-based program serving low-income African American parents ages 14 to 20 years of age with children pre-natal to 5 years of age



Second-Year Funding

- ♦ **First Step Family Support Center, Supported Parenting Program** – Port Angeles

Provides intensive parent education and support services to parents who have developmental disabilities and are raising children

- ♦ **Gray's Harbor Children's Advocacy Center, Crisis Nursery Campaign** – Gray's Harbor
- Center-based & outreach Crisis Nursery and family support services targeting low-income parents with children birth through eight years of age.

- ♦ **Spokane County Cooperative Extension, Spokane Nurturing Programs** – Spokane

A family education program targeting low-income parents with children birth through 14 - Four collaborating agencies will deliver Nurturing Curricula to family members over 5-years of age

- ♦ **The Family Support Center of South Sound, Kinship Care** – Olympia

A support group focused on helping grandparents and other relatives providing care for a family member's child. A concurrent children's therapy group is also provided.

- ♦ **Youthnet, Independent Living Parent Education Project** – Mount Vernon

A home visiting and parent education program serving pregnant and parenting youth ages 15-21.

Third Year Funding

- ♦ **Central WA Comprehensive Mental Health, Familias Fuertes Project** – Yakima
A parent education program that empowers families to develop support networks, access community resources, and increase healthy interactions with their children
- ♦ **Nooksack Valley School District, Birth to Three Project** – Nooksack
Outreach services for early identification of children with developmental delays and issues around child and family health care.
- ♦ **Safe Harbor Crisis Nursery, Parent Support Project** – Kennewick
A Crisis Nursery program targeting children from birth to age eight who are potential victims of child abuse and neglect due to their parents' social isolation in the community
- ♦ **Vancouver Children's Therapy Center, Crisis Nursery and Family Support** – Vancouver
A crisis nursery and family support program targeting low-income, special needs and general public with children birth to eight.
- ♦ **Volunteers of America, Protective Strategies for Teen Parents and Young Fathers** – Spokane
A program designed to enhance nurturing and bonding skills between teen mothers and their children, and increase the parenting ability of young fathers.

WCPCAN announces mini-grants available for Children's Day (Deadline May 31, 2002). And, WCPCAN together with Children's Hospital and Regional Medical Center has just completed a mini-grant process to incorporate Shaken Baby prevention training into fathering curricula. This is part of a larger effort at WCPCAN to further integrate fathering issues into family support and prevention programs as well as provide support for fathering programs. For more info on the mini grants and fathering at WCPCAN visit our website at:

<http://www.wcpcan.wa.gov/WhatsNew.html>

Program and Partner News and Information

New Web site is launched to focus on fathers!

<http://www.fathersnetwork.org/page.php?page=554&>



WCPCAN Sponsored Training

WCPCAN –ORS Spring Training Wednesday June 5th in Seattle

For WCPCAN funded programs only. Join us for a morning of interactive training on utilizing your outcome data in a variety of ways. The afternoon session will include presentations and a questions and answer period from a panel of grant makers. Please RSVP as soon as possible to Maria at

gehlmj@dshs.wa.gov or 206/389-3297

Attachments Past and Present: Applying Attachment Theory and Research in Service for Families and Young Children Featuring: *Martha Farrell Erickson, Ph.D.*, Director of the Children, Youth & Family Consortium, University of MN

Wednesday June 12th 8:30 – noon; Tacoma, Washington

Continental Breakfast Included

Learning Objectives: At the end of this presentation participants will be able to identify and describe four major types of attachment and the antecedent and long-term consequences of each. Participants will also learn the principles of an innovative child abuse prevention/intervention program developed by the featured presenter. Questions: Mary Bridge Child Abuse Prevention 403-1478 or

mary.quinlan@multicare.org



registration form



Upcoming Training/Conferences

Cultural Competence Workshop opportunity - June 13-14 - Seattle

The Division of Developmental Disabilities, Developmental Disability Council, and The Arc of King County are sponsoring a workshop on Infusing Cultural Competence in Service Delivery. Target audience is social service providers, educators, early childhood providers, family support professionals, self-advocates, parents, and other interested parties. This 2-day workshop offers 2 options to the participants.

(A) For those who are interested in continuing education and personal development on Cultural Competence can register to attend the 1st day only.

(B) For those who would like to become workshop trainers/presenters and use 2 well developed curricula on "Multicultural Early Childhood Team Training" and "Family Support, Self-determination and Disability" are required to register for both days.

To register, contact Ginger Kwan, Cultural Competence Training Project
The Arc of King County (206) 817-5258 or kwkwan@msn.com

Developing Successful Grants for Local Projects & 2002 Funders'

Forum ~ Monday, June 17th & Tuesday, June 18th ~ Lewiston, ID

LCSC Williams Conference Center

Sponsored by the Lewis-Clark State College

Institute for Community Development & Office of Sponsored Programs

The first day of the program, **Developing Successful Grants for Local Projects**, will cover such topics as beginning and advanced grant writing techniques. The second day of the workshop we invite organizations that fund projects in North Central Idaho and Eastern Washington to participate in a **Funders' Forum**. Representatives from those agencies/foundations talk about funding priorities, application procedures, and what makes a successful grant. They can also interact with workshop participants during the break. Those agencies/foundations, which have participated in the Forum, have found it to be a valuable opportunity, and those that attend have been able to submit more competitive proposals.

The cost for the early-bird non-credit registration is only \$65.00 (by 5/31/02) for the two-day program which includes lunches. After 5/31, the cost will be \$80.00. Registration will be limited. Fax or mail in registration; payment must be received no later than 5/31/02 for the early-bird discounted price. For more information and/or registration contact Deborah Snyder at djsnyder@lcsc.edu

[Printable Registration Form](#)-pdf

14th International Congress on Child Abuse and Neglect – July 7–10

Denver, CO.

Sponsored by the International Society for the Prevention of Child Abuse and Neglect (IPSCAN), Kempe Children's Foundation and Kempe Children's Center. Information is posted at: www.kempecenter.org

National Prevention Symposium – Empowering Our Youth To Thrive in Uncertain Times ~ Seattle ~ July 31 – August 2.

Comprehensive Health Education Foundation Announces the 7th Annual National Prevention Symposium at the Madison Renaissance Hotel. <http://www.chef.org/>

10th Biennial NCAST Institute – Seattle - August 1 – 3

NCAST's 10th Biennial Institute is an opportunity to study in depth how to promote maternal mental health during pregnancy, attendees will explore:

- Assessment of mental health during pregnancy
- The role of social support in promoting maternal mental health
- The impact of loss and trauma
- Treatment planning and implementation
- The importance of maternal mental health to child outcomes
- Medications used to treat psychiatric disturbances during pregnancy
- Practical steps to enhancing women's moods
- Establishing caring relationships with your clients

Speakers and presenters will include Kathryn Barnard, RN, PhD; and JoAnne Solchany, RN, PhD., author of Promoting Maternal Mental Health During Pregnancy, as well as other experts in the field of early intervention. The fee for this three-day workshop, \$395 includes the cost of the Promoting Maternal Mental Health product. A reduced rate is available for those who have already purchased the product.

[More information about the Institute or to register.](#)

Fourth National Conference on Shaken Baby Syndrome September 12 – 15 ~ Salt Lake City

Go see Washington's very own workshop by Cheryl Reed of WCPCAN and Carol Jenkins of Children's Hospital and Regional Medical Center!
<http://www.dontshake.com/>

***Save the Date!* 7TH INTERNATIONAL CONFERENCE ON FAMILY VIOLENCE ~ SEPTEMBER 24-28, 2002 ~ Town & Country Hotel & Convention Center, San Diego, California**

Working Together to End Abuse: Advocacy, Assessment, Intervention, Research, Prevention, and Policy

Conference Co-hosts: Family Violence & Sexual Assault Institute (FVSAI), San Diego, CA Children's Institute International (CII), Los Angeles, CA

Weaving a Future of Hope for Washington's Children October 28-29, 2002 * Yakima Convention Center, Yakima, WA

Due to transitions at the Children's Alliance, they have decided to scale back this conference to a shorter event that will focus on the upcoming legislative session.

United Way King County offers a series of workshops that are available to community members. Workshops focus on nonprofit management, including fundraising. This comprehensive and on-going program is worth a look if you are near King County.



2002 Training
Opportunities from U

Save the Date!

Zero to Three National Training Institute – December 6-8 ~ Washington D.C. For more information visit them on-line at www.zerotothree.org or call 202/624-1760

14th National Conference on Child Abuse and Neglect Gateways to Prevention

March 31 - April 5, 2003 - St. Louis, Missouri

Office on Child Abuse and Neglect, Children's Bureau, Administration on Children, Youth and Families
US Department of Health and Human Services



Resource Opportunities and Information

Thinking about Family Support as Community Development.....

Community Development Grants Available

The Allstate Foundation accepts proposals year-round for its Safe & Vital Communities program. The program works to foster a feeling of belonging, commitment, and safety in our country's communities through creating economically healthy and crime-free living environments. Proposals should focus on: catastrophe response and mitigation, school anti-violence, and/or revitalization of communities. The Foundation awards more than \$7 million annually and grants range from \$500 to \$500,000.

<http://click.topica.com/maaalouaaRXska35gDCb/>

Business Plan Competition for Nonprofit Organizations

The Partnership on Nonprofit Ventures, formed by the Yale School of Management, The Goldman Sachs Foundation, and The Pew Charitable Trusts, is accepting applications for its National Business Plan Competition for Nonprofit Organizations, which supports nonprofits seeking to start or expand successful profit-making ventures. Four grand-prize winners will receive \$100,000 each and four semi-finalists will receive \$25,000 each. Winners will also receive technical assistance. The application deadline is August 30.

<http://click.topica.com/maaanp0aaSh1Ja35gDCb/>

Priority Topic Areas

Neglect

New Research Brief: "The Multiple Dimensions of Child Abuse and Neglect"

A new research brief from Child Trends points out serious gaps in our knowledge base of abused and neglected children and recommends ways to improve the scope and quality of information on some of the nation's most vulnerable children. Without information on key aspects of child development, decision-makers are ill-equipped to improve long-term prospects for abused and neglected children.

View and download the brief at <http://www.childtrends.org/PDF/ChildAbuseRB.pdf>.



Parent Education

"Getting Parents 'Ready' for Kindergarten: The Role of Early Childhood Education" This research brief, by Holly Kreider of HFRP, presents preliminary evidence that family involvement in young children's education may contribute to a smooth transition to elementary school for children, and also helps parents remain involved in their children's learning in school. (from HandsNet)
<http://www.gse.harvard.edu/hfrp/projects/fine/resources/research/kreider.html>

Special Populations

This website has **materials and activities to promote independence in individuals with special learning needs**. There are free curriculum materials for early learning projects and many links to other sites that offer free curriculum and organizational materials. www.do2learn.com

Is there a Safety Net for Families Caring for Disabilities? Many parents responsible for children with serious disabilities are lumped into the "hard-to-serve" category of families who have not been able to leave welfare for work. "TANF Recipients as Caregivers for Family Members with Disabilities" from the Welfare Information Network gives an overview of the issue and links to online information. *This report from the Welfare Information Network also includes what states – including Washington- are doing about this issue as well as the contact information for the Washington Program.*

<http://www.welfareinfo.org/TANFrecipientsascaregiversRN.htm>

The Center for Children & Families at Education Development Center, Inc.

Is pleased to announce the launching of a new web site that we hope will support you and your organization's work with the Latino population. Our consortium project to address the cultural and linguistic needs of Latinos working in early childhood settings resulted in a set of publications to support trainers, practitioners, and families in their efforts to provide quality early childhood education to Latino children. *Connections and Commitments: A Latino-based Framework for Early Childhood Educators*, which includes values, principles and practices for working with Latinos, is one of the publications featured on the web site. The home page also provides other resources and links that we hope will be useful to you and your organization. You can access the web site at: <http://www.edc.org/ccf/latinos>

TANF/Welfare Reform

Extreme Poverty Rising: Existing Government Programs Could Do More

This report published by the Urban Institute, is accessible and straightforward in its analysis and assessment of welfare reform and families living in extreme poverty. The authors address the issue of declining program participation in government subsidy programs. Implications include the need for collaboration between public and private organizations to achieve better utilization rates, and much better outreach and education on what's available for families. (from Connect for Kids)

<http://www.urban.org/template.cfm?Template=/TaggedContent/ViewPublication.cfm&PublicationID=7645&NavMenuID=95>

HOW HAVE WELFARE REFORM AND FAMILY POLICIES -- SINCE 1996 -- TOUCHED THE LIVES OF MOTHERS AND YOUNG CHILDREN?

A new report from the Growing Up in Poverty Project has recently been completed by researchers from Berkeley, Columbia, Stanford, and Yale universities. New findings on welfare reform, maternal

employment, child care, and effects on young children were released today in Washington D.C. by a team of scholars from the four universities. The study has followed over 700 mothers and young children, now 3-5 years-old, for 2 up to 4 years after they entered welfare-to-work programs in California, Connecticut, or Florida. This new report focuses on how mothers' economic well-being has changed, and the extent to which employment and income shifts have influenced children's home environments and parenting practices. In addition, the team tracked the kinds of child care settings youngsters entered and medium-term effects on their early learning, school readiness, and social development. (From ECPEN) The executive summary and complete technical report are available on the web <http://www.tc.edu/new-lives> and <http://pace.berkeley.edu>

Working with Families in Crisis

GovBenefits Web Site Officially Launched

The GovBenefits Website, the first of President Bush's e-government initiatives to make the government "more citizen-centric," has been launched. GovBenefits will serve as a single, online information source for information on government benefits. It will help users access eligibility information through an easy-to-use online screening tool that asks basic questions about items such as income, marital or employment status, and family size. Based on user responses, information is then provided about the programs for which users may be eligible. The site also provides general descriptions and contact information for federal benefit programs. The site currently offers information on about 55 programs. (from HandsNet) <http://click.topica.com/maaalWGaaR3eLa35gDCb/>

Rules and Regulations of the Seven Major Programs

As part of its "Assessing the New Federalism" program the Urban Institute has produced a "Fast Facts" brief Rules and Regulations of the Seven Major Programs That Serve Low-Income Families with Children. (from HandsNet)

PDF: <http://click.topica.com/maaanp0aaSh1Qa35gDCb/>

Find a Substance Abuse Treatment Facility.

The National Directory of Drug and Alcohol Abuse Treatment Programs 2001 is based on an annual survey conducted by Mathematica Policy Research, Inc. The Locator includes more than 11,000 addiction treatment programs, including residential treatment centers, outpatient treatment programs, and hospital inpatient programs for drug addiction and alcoholism. Listings include treatment programs for marijuana, cocaine, and heroin addiction, as well as drug and alcohol treatment programs for adolescents, and adults. (from HandsNet)

<http://click.topica.com/maaamUlaaScIta35gDCb/>

Additional information and resources

Evaluating Family Support

Family Support America has launched FamilyWise, a National Family Support Evaluation Project. The five areas of focus for FSA include 1) mapping and tracking family support, 2) Analyzing and reviewing the literature; 3) developing a flexible evaluation framework; 4) recommending evaluation methodologies; and 6) accrediting quality programs. For more information visit their website at:

<http://www.familysupportamerica.org/content/projects/eval.htm#act>

Or check out the latest Family Support Magazine, Spring 2002, volume 21 Number 1, which has a special section devoted to evaluating family support.

The Evaluation Exchange, a project of the Harvard Family Research Project has their new edition out with short but good information focusing on family support friendly evaluation. The entire issue is worthy of a read – but if time is limited: Connecting families to information - the idea that including families in our evaluation processes empowers them with information, to make their own assessments and gain knowledge that helps them foster change in their own communities. Some quick and interesting early education articles as well – on both Early Head Start and California's Proposition 10. <http://www.gse.harvard.edu/hfrp/eval.html>

Due to the **recent media attention of child sexual abuse**, WCPCAN has received several calls regarding sexual assault prevention for children. The Promising Practices network has rated the "Safe Child" curriculum as "promising." The curriculum uses a role play component and is appropriate for pre-school through school age children. The goal of the curriculum is comprehensive, to change child behavior in ways that should decrease risk for both sexual and physical abuse. For details on the Promising Practices Network evaluation, [click here](#). To learn more about the curriculum or obtain ordering information, visit: <http://www.safechild.org/>

Announcements

From National Call to Action:

To kick-off our Campaign 2002 activities, we will be issuing Action Alerts to help you become an effective advocate for children! Each Alert will give you simple, time-friendly actions that you can take TODAY to become involved in the first grassroots movement to end child abuse and neglect. If you don't currently receive Alerts, and would like to have a copy, please send a request to: actionalert@nationalcalltoaction.com



Sample activity:

READY? SET? GO! ACTIVITY NUMBER THREE:

Get on the mailing list of an advocacy group that focuses on an issue you care about. This is good because it supports advocacy efforts monetarily (usual annual costs run between \$10 and \$40). At the same time, you'll become better informed about the issue, and you'll learn when citizen action is most needed. Here are a few resources to help you find a group to fit your particular interests:

* View the Yahoo! Directory's List for Child Advocacy:

http://dir.yahoo.com/Society_and_Culture/Cultures_and_Groups/Children/Child_Advocacy/

* Browse through the Advocacy for Children Listings on the National Clearinghouse for Child Abuse and Neglect's website: http://www.calib.com/nccanch/pubs/reslist/rl_dsp.cfm?subjID=2

* DMOZ's Open Directory Project Advocacy Group's listing for Children, Youth and Families:

http://dmoz.org/Society/Issues/Children,_Youth_and_Family/Advocacy_Groups/

* Google's Web Directory for Children, Youth and Family Advocacy Groups:

http://directory.google.com/Top/Society/Issues/Children,_Youth_and_Family/Advocacy_Groups/

Sincerely,

National Call To Action: A Movement to End Child Abuse and Neglect

This activity reprinted from: "So You Want To Make A Difference: Advocacy Is The Key," by Nancy Amidei (used with Author's permission.)

CDC Youth Media Campaign coming to Spokane

A significant effort and investment to create positive physical and pro-social activities for youth will be beginning in Spokane next month. Related resources will be available for ANY community after July 1st.



CDC Media



Attachments Past and Present: Applying Attachment Theory and Research in Service for Families and Young Children

June 12th, 2002

8:30am- noon

Tacoma Rhodes Center

Featuring

Martha Farrell Erickson, Ph.D.

Director of the Children, Youth and Family Consortium, University of Minnesota

Agenda:

Major patterns of infant-caregiver attachment- 30 minutes

What caregivers need as they provide for a young child's attachment needs – 30 minutes

Adult attachment, state of mind – 20 minutes

Seeing is believing – 35 minutes

Application exercise – 15 minutes

Framing the question – 15 minutes

Presentation of 4 family vignettes – 20 minutes

Registration Form for “Attachments Past and Present”

Name: _____

Title: Physician _____ ARNP _____ PA _____ RN _____ Other _____

Organization: _____

Address: _____

Phone: (253) _____ - _____

FAX: (253) _____ - _____

E-mail: _____

Registration and Course Fee: \$35.00

Make checks payable to Mary Bridge Children's Hospital

Please pre-register by June 1st, 2002

Send to:

Mary Bridge Children's Hospital

Child Abuse Prevention Program

P.O. Box 5299 (T1-CAID)

Tacoma, WA 98415-0299

**** Parking is available for a fee in the parking garage on 949 Market Street. Enter via the 'Reserved Parking' or 'Visitor Parking' entrance. Take the elevator to 'Skybridge'. Cross the skybridge into the Market Building, following signs to the Broadway Building (5th floor) and into the Orcas Room.**

Below are 2002 Training Opportunities from United Way of King County. Please forward this to anyone who might benefit. For the most current and more detailed information on our workshops, please bookmark our web page with training opportunities:

<http://www.uwkc.org/nonprofit/training>. Also, note at the end of that page is a link to our extensive listing of other nonprofit management workshops in the community.

<http://www.uwkc.org/nonprofit/training/othertrng.asp>

Registration - you can download a registration form from the [website](#), or, if that doesn't work for you, please call: 206.461.4539. No registrations will be taken by phone; we must receive a completed registration form by mail or fax.

Please see our website for detailed descriptions of each of these workshops please see

[Workshop descriptions](#)

To see fees for each session, please see our [training calendar](#) or call 206.461.4539

* **[Board Self-Assessment](#)**

Jean Singer, June 5, 6:00-8:30pm

[Executive Directors \(ONLY!\) Forum](#)

July 12, 8:30-10:30am

* **[ED Transitions - Succession Planning, Searching, Hiring](#)**

Ted Lord & Amanda Madorno, September 19, 8:30-11:00am

* **[Policy Advocacy for Boards & Eds](#)**

Nancy Amidei, September 24, 8:30-11:30am

*= Partnership series - designed for ED's and Board Chairs and/or other key Board Members.

Other Non-profit Workshops in the Community

Please see website or call for date, cost and other details on these sessions:

www.uwkc.org/nonprofit/training/othertrng.asp

Grantwriting

May 31 & June 7, 1:00-4:00p.m, Instructor Susan Howlett, Shoreline Community College
206-546-4562

NDOA Spring Conference Developing Strategic Relationships

June 11, Doubletree Hotel, SeaTac

www.ndoa.org

Budgeting For Programs and Proposals

E-learning class from CompassPoint Nonprofit Services and SmarterOrg

\$125; an introductory price of \$110

www.compasspoint.org/elearning

Subject: FW: Update on CDC's Youth Media Campaign
CDC's Youth Media Campaign Promotes Media, Partnerships, and Community Efforts

Greetings,

In December 2001, Congress charged the Centers for Disease Control and Prevention (CDC) with creating a healthy movement among youth through a paid media campaign. In June 2002--ten short months from the award of marketing contracts--CDC will begin to do just that.

As the first step in a planned five-year campaign, the CDC Youth Media Campaign will launch nationally in late June and promote positive activity-- physical and pro-social activities-- through media, partnerships, and community efforts. Campaign messages are being developed to reach youth (ages 9-13), their parents, and others who are important influences in children's lives (such as educators and youth leaders). The national media will reach into every community. Summer activities will include ads for youth aimed at piquing their interest in the Campaign brand to be followed by ads and additional promotions in the fall that encourage activity. Parent and other influencer outreach will be informational as well as motivational.

This fall, in cooperation with our media partners, the Campaign will begin to bring events to cities across the country. These events will assemble youth talent, musical entertainment, sports figures and other celebrities as well as interested organizations to engage youth in positive activities. The events are designed to help youth discover healthy physical and pro-social activities and provide a tangible, memorable experience that is required when marketing to this age group. The youth will also have an opportunity to learn about organizations that offer and support youth activities in their communities. The event cities we know of to date are: Columbus (OH), Green Bay (WI), Greenville (SC), Houston (TX), Kansas City (MO), Los Angeles, (CA), Miami (FL), Spokane (WA) and Washington (DC). While most of these events are scheduled for January-March 2003, a few may take place prior to this time. Many details about these events and future events are still being developed and will be shared as they are available. The Campaign is also beginning to work with interested partner groups so local objectives are addressed in the planning process.

It is important to remember that if a community is not on the initial list, it may be added over time. In addition, Campaign materials will be available for use across the country. Every community organization is encouraged to capitalize on the Campaign's brand, messages, and activities and use the visibility generated by the Youth Media Campaign to draw attention to its own resources, programs, and events.

We will be sending out regular updates about the Campaign plans, materials, events, and partnership opportunities. In the meantime, if you would like more information about how your organization, agency, or company can partner with CDC's Youth Media Campaign, please contact the Campaign's partnership team at (770) 488-6480 or via e-mail at youthcampaign@cdc.gov. Additional information about the Campaign will be available online at www.cdc.gov/youthcampaign on or about July 1, 2002. Please feel free to share this update with others who might be interested.

As a team, the Campaign staff recognize the important role partners play in reinforcing and expanding the reach of advertised messages and in providing opportunities and support for youth activity. By working together, we can spark a positive activity movement among children, parents, and communities to foster long-lasting change. Together we can make a difference in the future health of our children.

Thank you. We look forward to working with you in the years to come.
Best regards,

Faye Wong
Director, CDC's Youth Media Campaign

Mike Greenwell
Associate Director for Communication
CDC's National Center for Chronic Disease Prevention and Health Promotion